

# Update on Outreach and Funding Assistance for Truck Owners



June 26, 2009

California Environmental Protection Agency



**Air Resources Board**

# Today's Presentation



**1. Current funding status**

**2. Outreach activities and products**






**3. Case studies**

**4. Feedback review**

**5. Next steps**

# Funding Availability



Programs	Status
Carl Moyer	
Prop 1B	
<i>New</i> Voucher	
<i>New</i> Loan Guarantee	
Other Local Funds	



# Funding Flow Update



- Prop 1B
  - \$194M received to date
    - \$111M for Goods Movement Program
    - Port and other trucks
    - \$83M for School Bus Program
    - Retrofit and replacement of pre-1977 buses
- Carl Moyer Program
  - \$78M for current year

# New Funding Underway



- Moyer Voucher Incentive Program
  - First vouchers issued
- Hybrid Truck Vouchers
- PLACE Program (Loan Guarantee)
  - First loans issued

THE SACRAMENTO BEE [sacbee.com](http://sacbee.com)

This story is taken from [Sacbee](#) / [Capitol and California](#) / [State Politics](#)

**Air Resources Board to help truckers  
meet pollution rules**

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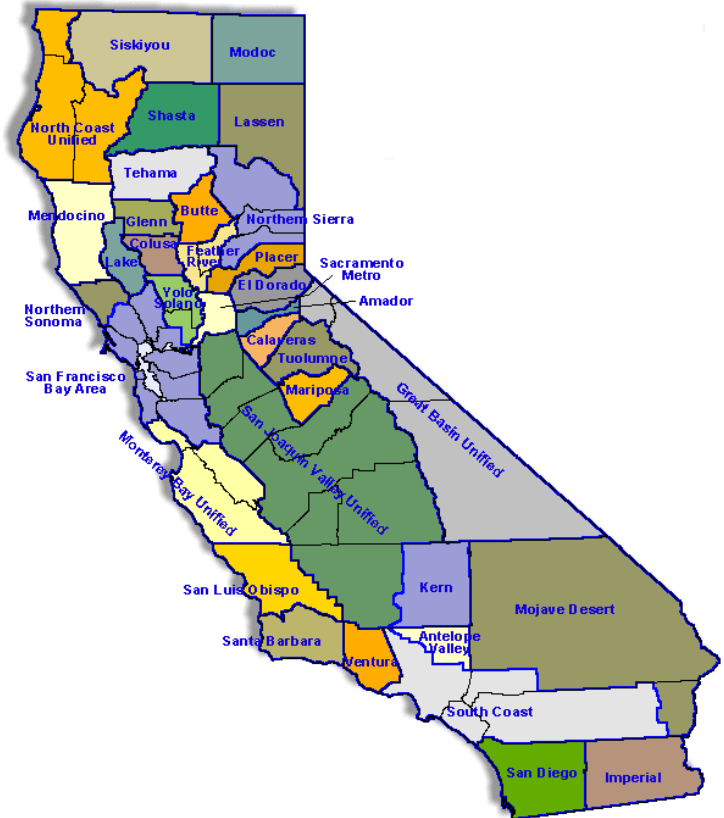
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# Local Districts are Active



- Critical role on incentives
- Administering over 90% of funds
- Partnering to meet new challenges

California Air Districts



# Unified Approach



**Regulations**

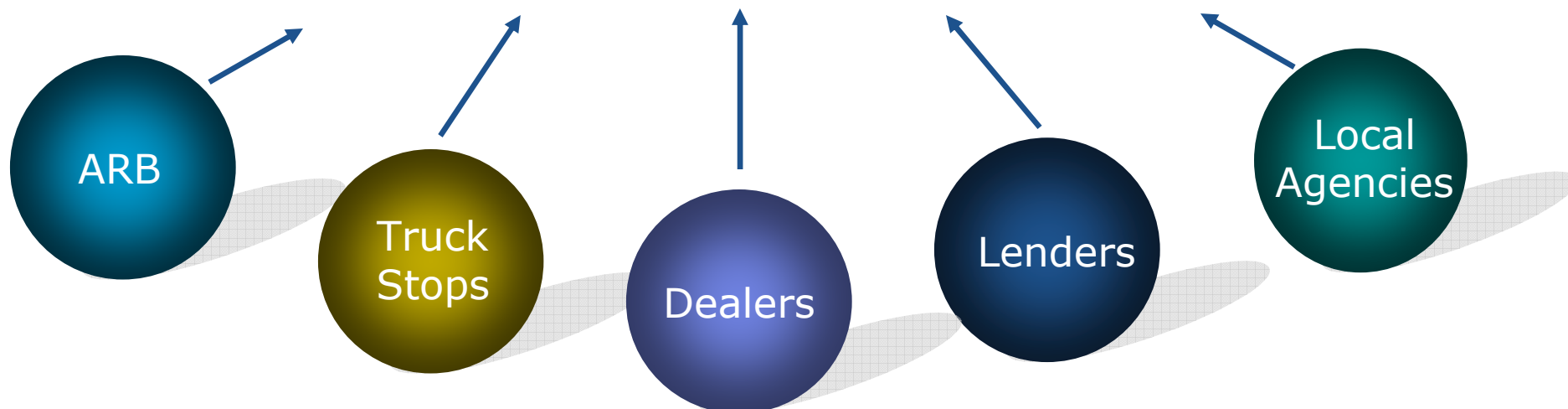
**Incentives**

- Improved information access
- Focus on all fleet sizes
- Comprehensive assistance from regulations to incentives

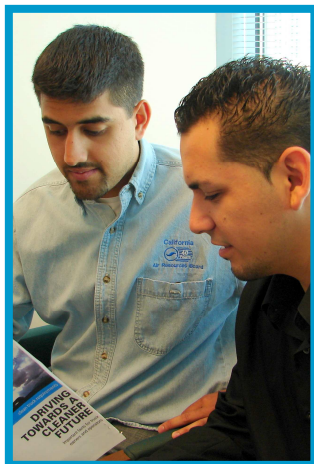
# Multiple Access Points



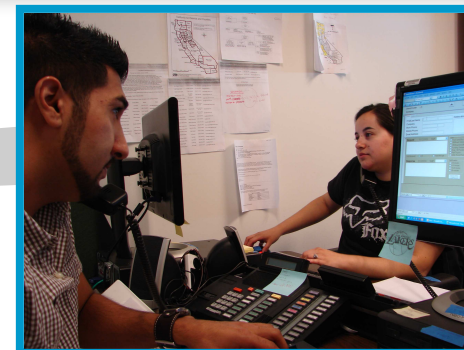
**Consistent Information on Regulations and Incentives**



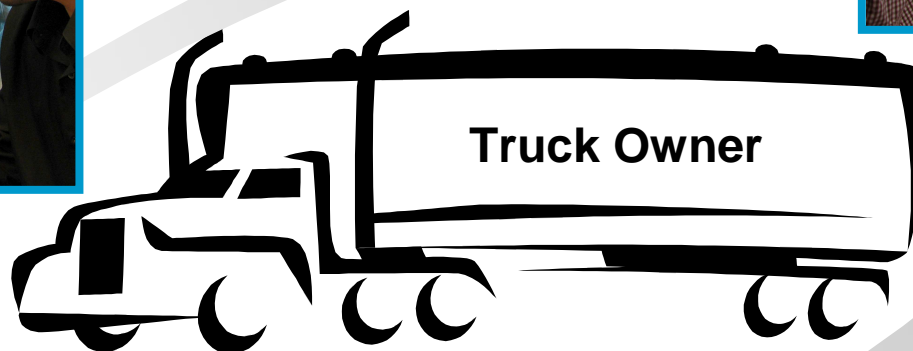
# Improved Information Access



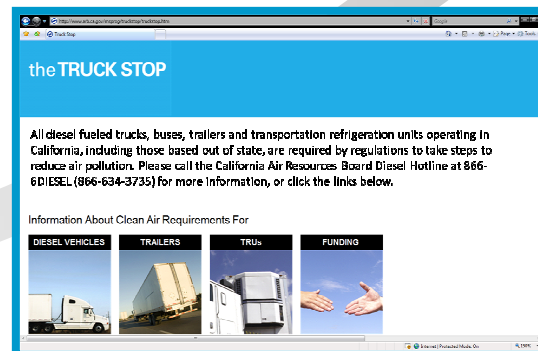
brochures



1-866-6DIESEL hotline



traditional training



[www.arb.ca.gov/truckstop](http://www.arb.ca.gov/truckstop)

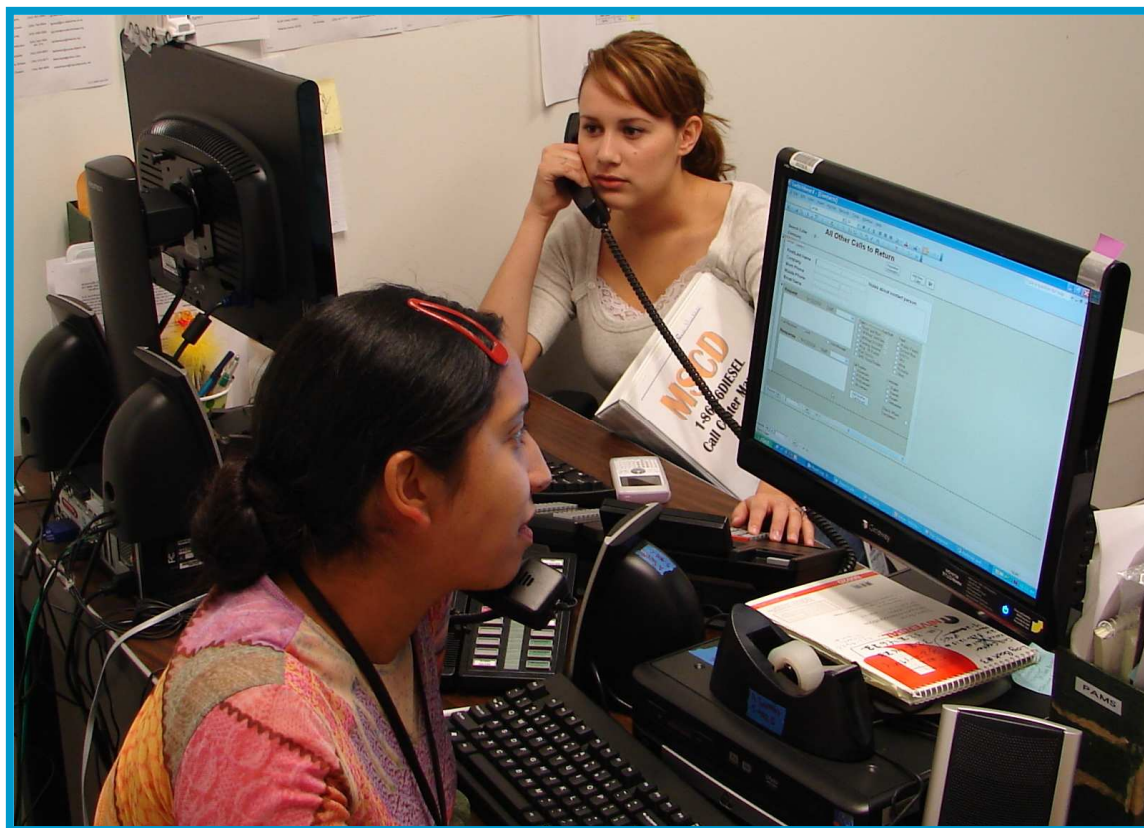
# Diesel Hotline Active



**1-866-6DIESEL**

## Multilingual support

- English
- Spanish
- Vietnamese
- Punjabi



# Truck Info Tool Online Now



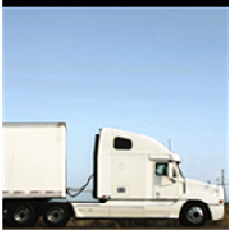
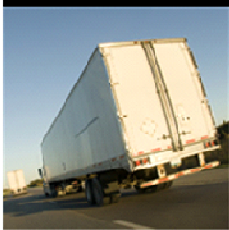
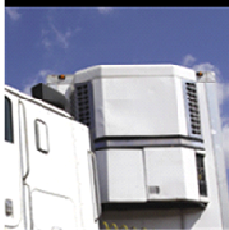
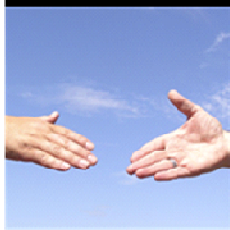
[www.arb.ca.gov/truckstop](http://www.arb.ca.gov/truckstop)

A screenshot of a web browser displaying the 'the TRUCK STOP' website. The browser's address bar shows the URL 'http://www.arb.ca.gov/msprog/truckstop/truckstop.htm'. The website has a blue header with the text 'the TRUCK STOP'. Below the header, a paragraph of text reads: 'All diesel fueled trucks, buses, trailers and transportation refrigeration units operating in California, including those based out of state, are required by regulations to take steps to reduce air pollution. Please call the California Air Resources Board Diesel Hotline at 866-6DIESEL (866-634-3735) for more information, or click the links below.' Underneath this text is a section titled 'Information About Clean Air Requirements For' which contains four clickable links, each with a small image and a label: 'DIESEL VEHICLES' (with a semi-truck image), 'TRAILERS' (with a box truck image), 'TRUs' (with a TIRU unit image), and 'FUNDING' (with an image of two hands). The browser's status bar at the bottom indicates 'Internet | Protected Mode: On' and a zoom level of '150%'.

the **TRUCK STOP**

All diesel fueled trucks, buses, trailers and transportation refrigeration units operating in California, including those based out of state, are required by regulations to take steps to reduce air pollution. Please call the California Air Resources Board Diesel Hotline at 866-6DIESEL (866-634-3735) for more information, or click the links below.

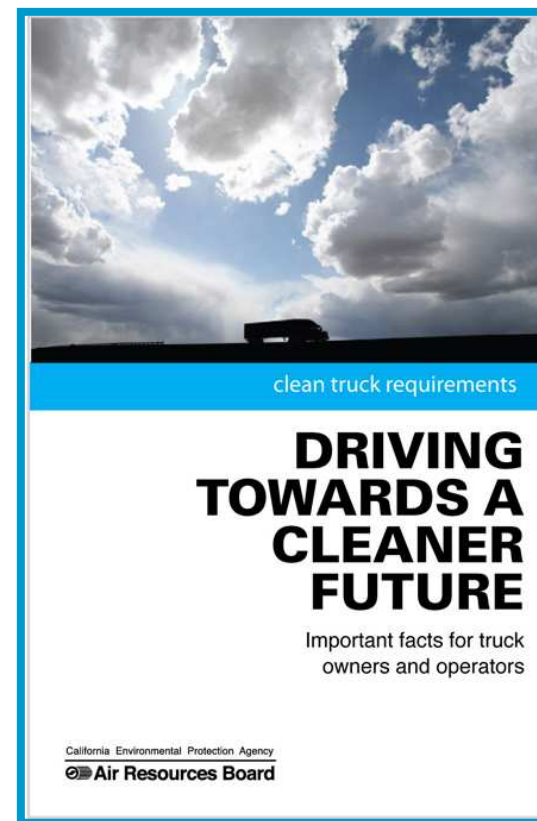
Information About Clean Air Requirements For

DIESEL VEHICLES	TRAILERS	TRUs	FUNDING
			

# Printed Material



## Brochures/Fact Sheets



# Prop 1B Early Grant Recipient



- Based in Salinas, CA
- Drives to Central Valley
- One 1982 truck
- Hauls produce
- Travels 70,000 miles/year



## Regulations

No action till  
Jan. 1, 2014

Replace by  
Jan.1, 2019

## Incentives

May be eligible for  
Prop 1B Program  
Voucher  
Loan Guarantee  
Local district options

## Outcome

Approved for  
Prop 1B

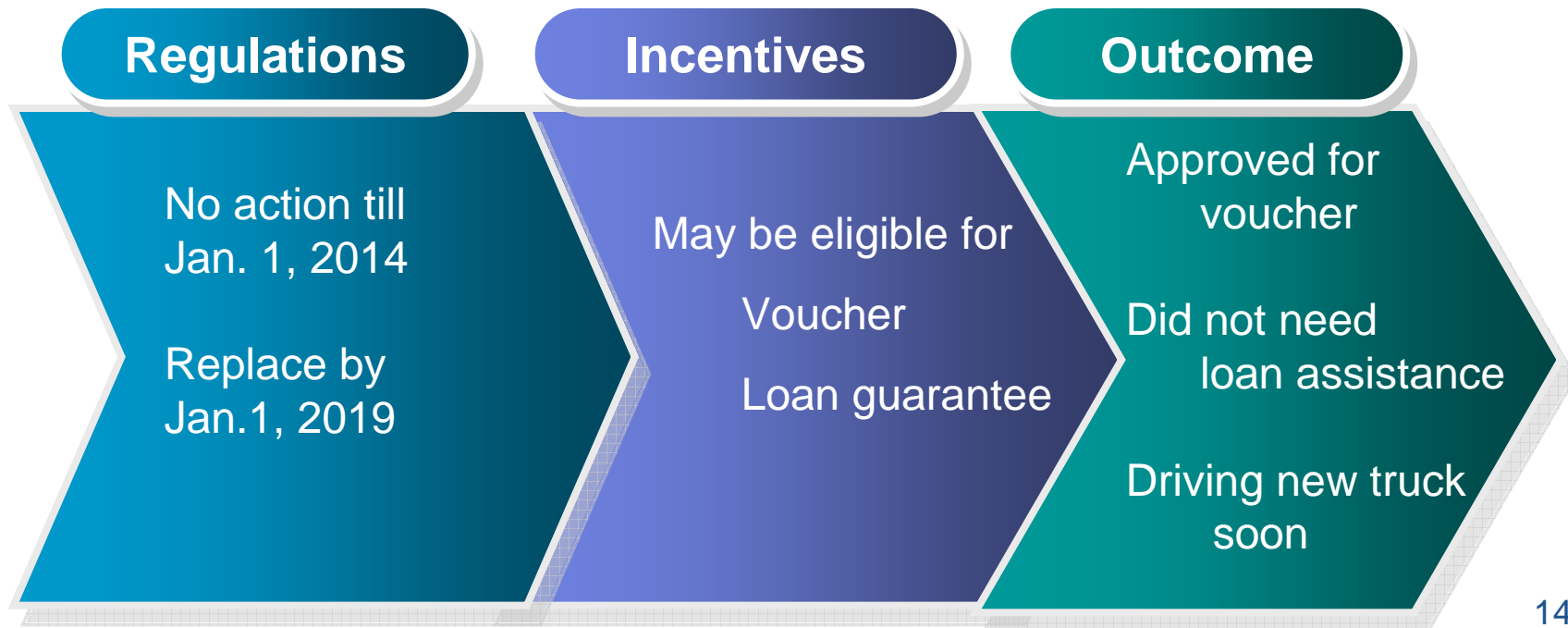
\$50k early grant

Now owns a 2008  
truck

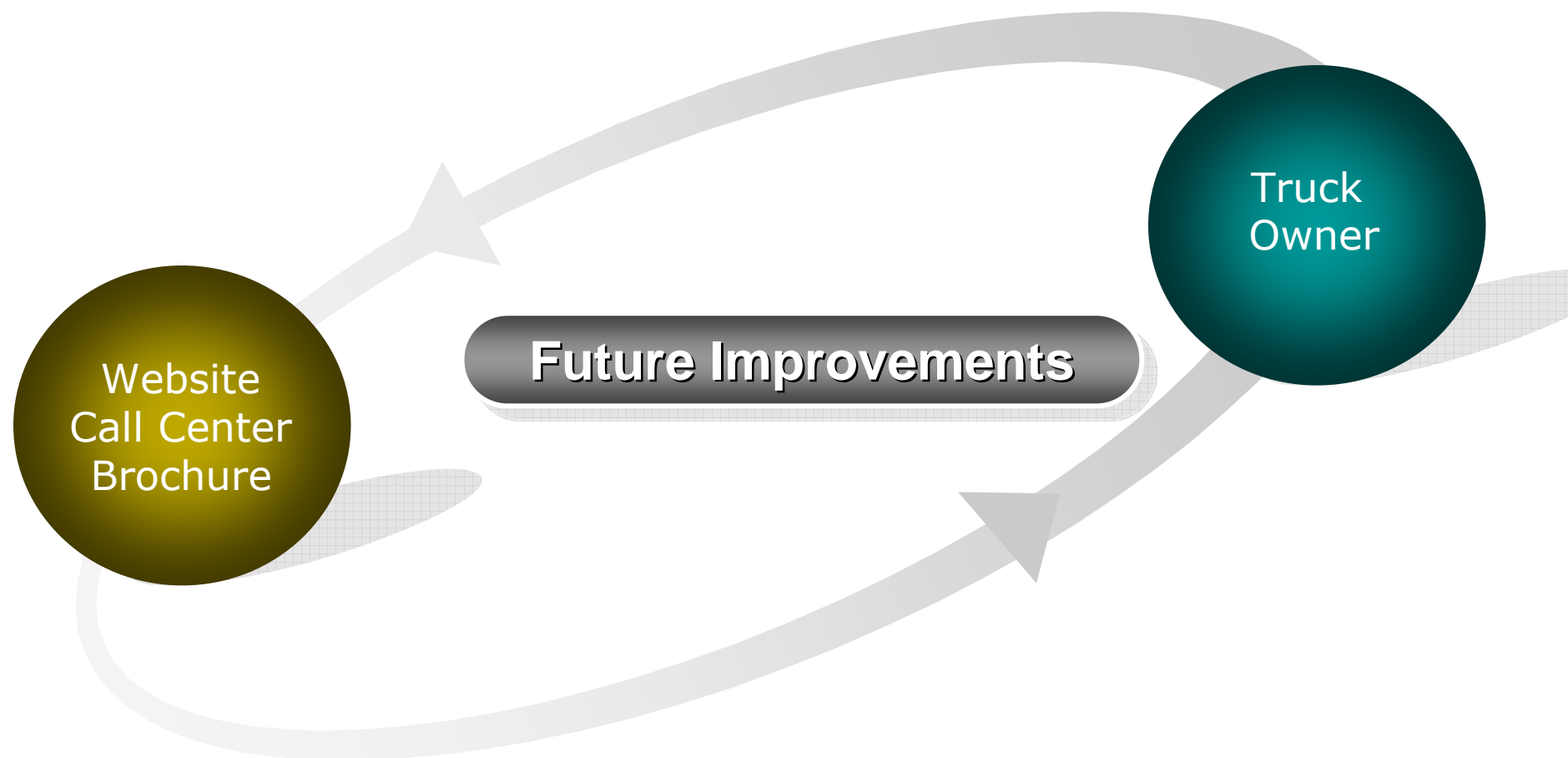
# Voucher Recipient



- Based in San Luis Obispo, CA
- Drives to Central Valley
- One 1993 truck
- Hauls equipment
- Travels 30,000 miles/year



# Feedback Shapes Upgrades



# Outreach Continues



## Goals

- Reach affected fleets
- Straightforward for truck owner to use



## Methods

- Comprehensive approach
- Working together with local agencies
- Evaluating effectiveness

